

ISOBEL FOLLETTE

ALLSAINTS STYLIST / FASHION BUSINESS AND PROMOTION STUDENT / BLAIZED UK FASHION CONTENT EDITOR

An adaptable, hardworking individual experienced within business environments. A proven ability to create social media/online platform content and organise promotional events with great attention to detail. Having excellent independent and team working skills, holding vital skills needed in order to reach both individual and team focused goals. Looking for a graduate marketing position located in London.

EDUCATION

BA [HONS] FASHION BUSINESS AND PROMOTION:

Birmingham City University 2016-2019

Modules include: Marketing and PR, International retailing, Events management

3 A LEVELS, 1 AS LEVEL – GRADES A* - B

Shrewsbury Sixth Form College 2014-2016

Business studies [A*]

Sociology [A]

Textiles [B]

AS English Language [B]

9 GCSES – GRADES B-C

Bridgnorth Endowed School 2014 - 2009

Including English and Maths

ICT NATIONAL CERTIFICATE [DISTINCTION] ART AND DESIGN BTEC [DISTINCTION]

Degree modules include:

Trends forecasting:

Creating a trend book and research document in alignment to given brief. Developing my own trend, "cultural blend", exploring the multicultural society and the effect of this on cultural, social, technological and political factor. Translating this into a visual direction for the future, considering key drivers and impacts as well as the consumer tribes.

Visual merchandising:

Working in a team on a live project in collaboration with Selfridges. In response to the "radical luxury" concept, my team developed a concept around the idea that luxury can be destroyed and becomes intangible. Using Sketch Up in order to develop a concept design. Once presented, my team was chosen to pitch the concept at the Selfridges head office to a panel of judges.

Marketing and PR:

In response to the brief, developed a marketing and PR strategy for Juicy Couture, focused on the 'comeback of the track', with boards developed using theories and innovative thinking in order to sell the marketing and PR concept. Considering and learning about techniques of persuasion, sales, segmentation and communication.

Events management:

Planning and undertaking a live event in a team of 6. Considering aspects such as funding and sponsorship, maintaining a budget, finding suppliers and marketing the event. My team put on a night of live music and DJs which attracted a large audience.

Dissertation:

Following the brief of an in-depth research project following a personal interest, my major project was titled "With the rise of mixed-race identities- how can brands reach the new multicultural consumer? An investigation into how mixed-race identities effect Generation Z, particularly in media and advertising."

Final major project:

Following my interests and information gained from my dissertation, final major project allowed me to apply this to my business sense. I developed an online magazine called "Narrative Mag", which is an online magazine that gives a voice to upcoming generations in order to speak on their own narratives and stories that form their identities.

CONTACT

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REFERENCES:

Adam Francis

Fashion business & promotion lecturer
Adam.Francis@bcu.ac.uk

Alexander Merson

AllSaints store manager

Alexander.merson@allsaints.com

CAREER HISTORY

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FRESH AND LUSH CATERING SERVICES

JANUARY 2014 - JULY 2014

Working as part of a staff team to integrate top quality catering services into events organisation, to ensure that events ran smoothly. Applied to a variety of events such as parties and weddings, displaying excellent work ethic at a younger age.

SHINY PONY BOUTIQUE - BOUTIQUE ASSISTANT

MAY 2014 - SEPTEMBER 2014

Working on the shop floor as part of a staff team, co-ordinating orders and social media activities for two of the existing boutiques. Developing a strong interest in fashion and consumer habits. Styling and advising customers of fashion trends to meet individual needs whilst handling stock and ensuring shop standards were maintained. Also participating in promotional fashion shows, all aiming towards reaching sale targets.

BOUTIQUE NO.7 - BOUTIQUE ASSISTANT

SEPTEMBER 2014 - SEPTEMBER 2016

Originally assisting with the start up of the business, followed by independently managing the boutique on a frequent basis, establishing outstanding communication and customer service skills. This consisted of many roles such as managing shop merchandising, monitoring stock levels and styling/advising customers to suit individual needs. Vital experience gained by assisting the head manager on buying trips to trade shows such as Pure London, organising promotional shopping events and fashion shows.

NATIONAL WEDDING SHOW 2016 - SALES ADVISOR

Assisting and advising brides whilst trying on wedding gowns. Providing personal styling using accessories available to buy on the day, and securing deposits on wedding gowns.

ALLSAINTS BULLRING - STYLIST

NOVEMBER 2016 - PRESENT

Being part of a team of stylists, shifts evolving heavily around reaching both individual and team sale targets. Conducting one to one styling, using vital and precise product knowledge. Ensuring stock replenishment levels are refreshed throughout the day. Building important stylist to consumer relations, ensuring an outstanding overall customer experience. Assisting in cashing up.

MODA FASHION TRADE SHOW 2017- BRAND REPRESENTATIVE

Assisting with the set up of the trade stand, conducting visual merchandising using creative knowledge to display the garments. Working with up and coming London based brand Lucy Sparks. Showcasing the new line to potential buyers, and selling to trade customers. Networking within the fashion business environment, and ensuring the overall brand image is conveyed. Understanding individual buyers needs, closely considering the target consumer, location and budget. Recording orders placed with a clear understanding of units, pack sizes and ratios.

BLAIZED UK - FASHION CONTENT EDITOR

JANUARY 2018 - PRESENT

Creating weekly innovative content to be uploaded to the platform, outreaching a variety of UK street-wear brands for features, attending PR events and promoting BLAIZED UK through social media outlets.

ISOBEL STYLES

Freelance styling services, liaising with models and photographers to develop portfolio images following briefs and own style.

TECHNICAL SKILLS

Confidence in using Adobe Creative Package software [Indesign, Photoshop, Illustrator, Sketch Up, Premier Pro and After Effects]

Confidence in using Microsoft software [Excel, Powerpoint, Word]

(Scan below for portfolio)

